

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re Application of:	)	Examiner:	<b>Oluseye Iwarere</b>
	)		
<b>Chad D. Tillman</b>	)	Art Unit:	<b>3687</b>
	)		
Serial No.: <b>10/816,547</b>	)	Conf. No.:	<b>9998</b>
	)		
Filed: <b>April 1, 2004</b>	)	Docket No.:	<b>I098 1030.1</b>

For: **PROVIDING CUSTOMIZED MEDIA AT PHYSICAL POINT OF SALE**

**REPLY TO OFFICE ACTION**

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This reply is responsive to the Office Action mailed on July 17, 2009, in connection with the above-identified application. A Request for Continued Examination (RCE) is filed contemporaneously herewith.

If any additional fees are required for this Reply and RCE, Applicant requests that this be considered a Petition therefor. The Commissioner is hereby authorized to charge any additional fees that may be required to Deposit Account No. 09-0528.

**Amendments to the Claims** are reflected in the listing of claims, which begins on page 2 of this paper.

**Remarks** begin on page 12 of this paper.